ESCOM MAGAZINE

VOL 3 ISSUE 2

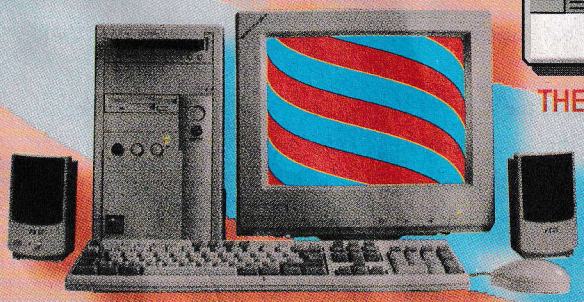
PC BUYERS' GUIDE

CIRCULATION 14,000,000

The Man from ESCOM explains...

"What an ESCOM PC can do for you!"

▶ see inside...



Family - ESCOM P75

THE COMPLETE MULTIMEDIA SYSTEM

- Intel 75MHz Pentium® Processor
- 1Gb (1024Mb) Hard Disk Drive
- Quad Speed CD ROM
- Including 14 Software Titles

See page 4 for full specification

ESCOM UK VOTED RETAILER OF THE YEAR
PC DEALER · COMPUTER RETAIL NEWS · VAR WORLD · THE CHANNEL GROUP

£1149.99 inc.VAT

SEE US AT THE DAILY MAIL IDEAL HOME EXHIBITION

MARCH 14TH-APRIL 8TH - HALL 2 STAND 750

FOR HANDS-ON EXPERIENCE AND A HAND IN CHOOSING THE RIGHT PC

intel inside pentium® PROCESSOR

The Man from ESCOM explains...

choosing a PC

EASYWARE FROM ESCOM

PC NO LONGER STANDS FOR PUZZLED AND CONFUSED!

That's because the 'Man from ESCOM' and his sidekick 'Chip' are here to take all the mystery out of choosing and buying a Personal Computer, with their unique concept - EASYWARE.

- EASYWARE from ESCOM really is the easy way to choose a PC- helpful, friendly advice from experienced staff that speak your language, not high-tech jargon.
- A range of PC packages that contain everything you need to get started in the exciting world of Personal Computers, including software and accessories.
- The most competitively priced systems around - a high-tech package for every budget.
- Easy ways to pay, including a range of competitive finance options and the ESCOM chargecard, which lets you spread the cost of your computer from as little as £10 per month.

- A choice of comprehensive warranties to ensure your total peace-of-mind when your system is up and running.

If you want a PC but don't know which one is for you, you need EASYWARE from ESCOM.

That's because, as the name 'PERSONAL Computer' suggests, everyone requires a system that suits their own personal needs.

ESCOM understands this, so we take time to find out exactly what you want a PC for. Then, and only then, will we recommend one of our great value packages.

Your first step in finding the right PC is to ask yourself... what exactly do you want it for?

To help you answer this question, we've separated the following three sections of this Buyers' Guide into the three main PC user groups - FAMILY user, BUSINESS user and HOME OFFICE user.

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30th April 1996.
The Intel Inside logo a

Why Easyware makes PC so easy...

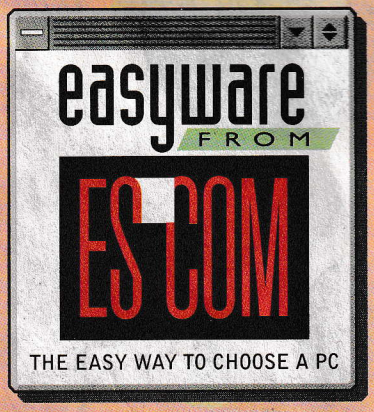
So take a look through the following pages, decide which category best describes your needs, and then see which package suits your budget. Then pop down to your local store, try out the system of your choice and chat to one of our experienced staff who'll make sure it's the right system for you before you buy.

We've even made paying for your PC easy too.
Apart from accepting all major credit cards, we also have our own chargecard which enables you to spread your payments from as little as £10 a month.

We'll send you monthly statements, so you'll always know where you're up to with your repayments, give you priority service in store and access to our free technical advice helpline.

For more information on this flexible and convenient option ask at your local ESCOM store.

...and paying for it even easier!



Warranties

You'll also find details on our warranties, offered in conjunction with ICL.

Our Standard Cover offers 12 months on-site support, in addition to the standard manufacturer's guarantee*. This gives you real peace of mind, while our Service Hotline gives you 12 months reassurance that professional help on any PC problem is only a 'phone call away.

Our Extended Cover offers protection over 3 years on the following basis:

OPTION 1 - PC hardware value up to £750 inc.VAT
£129.00 inc.VAT

OPTION 2 - PC hardware value from £751-£1,000 inc.VAT
£169.00 inc.VAT

OPTION 3 - PC hardware value over £1,000 inc.VAT
£189.00 inc.VAT

* On-site and extended warranties are not available for ESCOM's Notebook PCs.

Prices and details are correct at time of going to press. Products are subject to availability, price and specification changes without notice. Extended warranties and credit facilities available subject to status. The photographed product may not always match the specifications quoted. Monitor sizes refer to tube dimensions and not visible diagonal. Not all products are available from all stores. E+OE. This Guide does not form part of any contract. Prices valid from 22nd February to 30th April 1996.

The Intel Inside® logo and Pentium® Processor logo are registered trademarks of Intel Corporation.

GAMES, BUSINESS, Edu

these family systems can

An ESCOM multimedia PC has a lot to offer your family, whatever your needs and interests. With speedy Intel Pentium® processors inside, even our entry level system is capable of producing graphics, text, animation, sound and video with stunning effect. And their massive hard drives have the capacity to store more and more software as your needs and interests grow – so you can make learning fun for your children, bring games to life, develop a hobby and even take care of all your household finances.

Family – ESCOM P75

▪ Intel 75MHz Pentium® Processor ▪ 1Gb (1024Mb) Hard Disk Drive ▪ 8Mb RAM ▪ 3.5" Floppy Disk Drive ▪ 1Mb PCI Graphic Card ▪ 14" NI Monitor ▪ Mini Tower Case ▪ Windows 95 keyboard ▪ Mouse ▪ Joystick ▪ Quad Speed CD ROM ▪ 16 Bit Soundcard ▪ Speakers ▪ Manuals ▪ Windows 95 pre-loaded ▪ Quicken 4.0 ▪ Escom Games Selection ▪ Novell Perfect Office ▪ Hutchinson Encyclopaedia 95 ▪ National Lottery ▪ 12 Months On-site Warranty ▪ 12 Months Telephone Support.

£1149.99 inc.VAT

OR

£37.66 PER MONTH ONLY **19·5% APR** VARIABLE

Total amount payable: £1470·75. Minimum deposit: £114·99. 36 monthly payments. Subject to status, written quotations available from First Retail Finance Ltd., PO Box 207, Claypit Lane, Leeds LS2 8DG.

Family Plus – ESCOM P133

Specification as P75 but with: ▪ Intel 133MHz Pentium® Processor ▪ 1Mb PCI Video Card with MPEG software (providing excellent full screen video capability)

£1449.99 inc.VAT

OR

£47·48 PER MONTH. 19·5% APR VARIABLE. Total amount payable: £1854·27. Minimum deposit: £144·99. 36 monthly payments.

The Family Software Pack

Quicken 4.0

▪ Easy to use Home Finance Package.

The Escom Games Selection

▪ Ten classic games with something for all the family.

Novell Perfect Office

▪ Superb value office suite comprising spreadsheet, word-processor, database, presentation software, and personal organiser software.

Hutchinson's Encyclopaedia 95

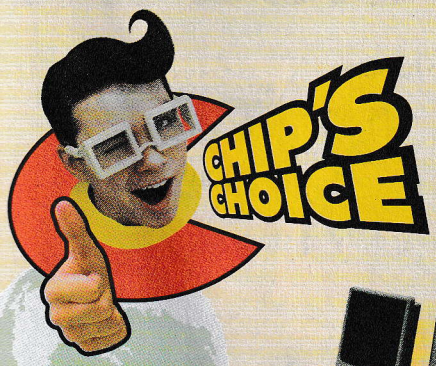
▪ The first UK-made encyclopaedia.

National Lottery

▪ Compile previous winning sequences and try to predict the Jackpot with this Camelot endorsed package.

WINDOWS 95 IS PRE-LOADED. ALL OTHER APPLICATIONS ARE SUPPLIED ON CD.
ALL PRODUCTS SUBJECT TO AVAILABILITY AND MAY NOT BE AVAILABLE IN ALL STORES.

Education, HOBBIES, can handle it all...



Chip's Choice - ESCOM P100

Specification as P75 but with:

- Intel 100MHz Pentium® Processor
- 1Mb PCI Video Card with MPEG software (providing excellent full screen video capability)

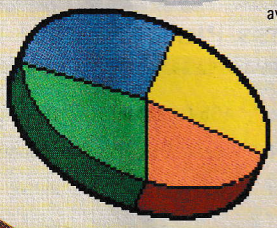
intel inside pentium® PROCESSOR

£1249.99 inc.VAT

OR £40.93 PER MONTH. 19·5% APR VARIABLE. Total amount payable: £1598·47. Minimum deposit: £124·99. 36 monthly payments.

Family Premier - ESCOM P166

120 Watt speakers illustrated, available at an additional cost.



Specification as P75 but with: ▪ Intel 166MHz Pentium® Processor

▪ 1Mb PCI Video Card with MPEG software (providing excellent full screen video capability)

£1749.99 inc.VAT

OR £57.30 PER MONTH. 19·5% APR VARIABLE. Total amount payable: £2237·79. Minimum deposit: £174·99. 36 monthly payments.

EXTEND YOUR PC WARRANTY FOR UP TO 3 YEARS FOR AS LITTLE AS £129.00 inc.VAT

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ALL PRODUCTS SUBJECT TO AVAILABILITY AND MAY NOT BE AVAILABLE IN ALL STORES.

Upgrade your IMAGE and ESCOM's versatile busi

Whatever your business, an ESCOM PC is just the job. They have the power to handle all your day to day tasks, quickly, efficiently and economically. Use them in conjunction with one of our printers (see page 13) and you can produce professional documents and presentations to impress your customers.

And as the needs of your business grow, their huge hard drives have the capacity to store even more of ESCOM's wide range of business software.

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Business - ESCOM DX4/100

- 486 DX4/100MHz Processor
- 540Mb Hard Disk Drive
- 4Mb RAM
- 3.5" Floppy Disk Drive
- 1Mb Graphic Card
- 14" NI Monitor
- Mini Tower Case
- Windows 95 Keyboard
- Mouse
- Manuals
- MS DOS and Windows for Workgroups 3.11 OR Windows 95

(For Windows 95 we advise 8Mb RAM)

£699.99 inc.VAT

OR £22·92 PER MONTH. 19·5% APR VARIABLE.
Total amount payable: £895·11. Minimum deposit: £69·99. 36 monthly payments.

Business Plus - ESCOM P75

- Intel 75MHz Pentium® Processor
- 1Gb (1024Mb) Hard Disk Drive
- 8Mb RAM
- 3.5" Floppy Disk Drive
- 1Mb PCI Graphic Card
- 14" NI Monitor
- Mini Tower Case
- Windows 95 Keyboard
- Mouse
- Manuals
- MS DOS and Windows for Workgroups 3.11 OR Windows 95

£949.99 inc.VAT

OR **£31.11** PER MONTH ONLY 19·5% APR VARIABLE
Total amount payable: £1214·95. Minimum deposit: £94·99. 36 monthly payments. Subject to status, written quotations available from First Retail Finance Ltd., PO Box 207, Claypit Lane, Leeds LS2 8DG.

intel inside pentium® PROCESSOR

EXTEND YOUR PC WARRANTY FOR UP TO 3 YEARS FOR AS LITTLE AS £129.00inc.VAT

THE PC, PERIPHERAL AND SOFTWARE PRODUCTS IN THIS MAGAZINE ARE AVAILABLE TO BUSINESS USERS BY PHONING DIRECT ON

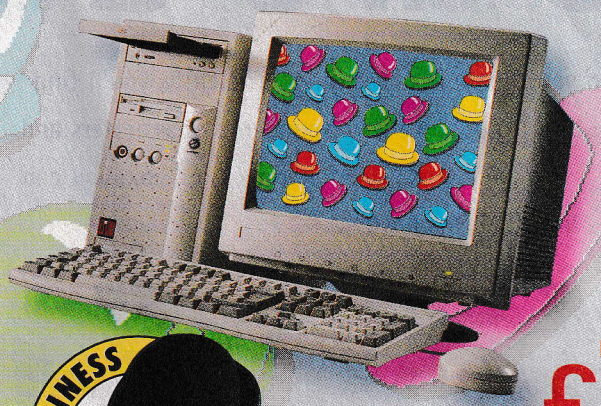
0990 555888

ESCOM DIRECT

ALL PRODUCTS SUBJECT TO AVAILABILITY AN MAY NOT BI

and performance with business range.

intel inside pentium® PROCESSOR



Best Business Choice – ESCOM P100

Specification as P75 but with: ▪ Intel 100MHz Pentium® Processor ▪ 1Gb (1024Mb) Hard Disk Drive ▪ 8Mb RAM ▪ 1Mb PCI Video Card with MPEG software

Plus ▪ Quad Speed CD ROM ▪ Windows 95 and Microsoft Word and Excel v.7

£1199.99 inc.VAT

OR £39·29 PER MONTH. 19·5% APR VARIABLE. Total amount payable: £1534·43. Minimum deposit: £119·99. 36 monthly payments.

BUSINESS CHOICE

EXTEND YOUR PC WARRANTY FOR UP TO 3 YEARS FOR AS LITTLE AS £129.00 inc.VAT

Business Premier – ESCOM P166

Specification as P75 but with: ▪ Intel 166MHz Pentium® Processor ▪ 1Gb (1024Mb) Hard Disk Drive ▪ 8Mb RAM ▪ 1Mb PCI Video Card with MPEG software

£1549.99 inc.VAT

OR £50·76 PER MONTH. 19·5% APR VARIABLE. Total amount payable: £1982·35. Minimum deposit: £154·99. 36 monthly payments.

MONITOR UPGRADES & MULTIMEDIA OPTIONS AVAILABLE. Ask in-store for details.

Business Software

Microsoft Works for Windows 95 4.0 **£79.99** inc.VAT

Microsoft Excel for Windows 95 v.7.0 **£109.99** inc.VAT

Microsoft Word for Windows 95 v.7.0 **£109.99** inc.VAT

Microsoft Office for Windows 95 v.7.0 **£189.99** inc.VAT

WINDOWS 95 IS PRE-LOADED. ALL OTHER APPLICATIONS ARE SUPPLIED ON CD.

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MAY NOT BE AVAILABLE IN ALL STORES.

If you're working fro
systems are the BU

If you work from home, run a society or just want to run your home finances more efficiently, you'll find that an ESCOM PC is a useful and flexible tool. It can be used to produce correspondence, newsletters and take care of your administration, saving you time, space and money. And, when you need a break, you can use your PC to play exciting games or help your children with their homework.

"And they're great for playing games too!"

120 Watt speakers illustrated, available at an additional cost.

Home Office - ESCOM DX4/100

- 486 DX4/100MHz Processor
- 540Mb Hard Disk Drive
- 8Mb RAM
- 3.5" Floppy Disk Drive
- 1Mb Graphic Card
- 14" NI Monitor
- Mini Tower Case
- Windows 95 Keyboard
- Mouse
- Quad Speed CD ROM
- 16 Bit Soundcard
- Speakers
- Manuals
- Windows 95
- Word
- Excel
- 12 Months On-site Warranty
- 12 Months Telephone Support.

£899.99 inc.VAT

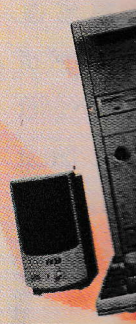
OR

£29.47 PER MONTH ONLY **19.5% APR** VARIABLE

Total amount payable: £1150.91. Minimum deposit: £89.99. 36 monthly payments. Subject to status, written quotations available from First Retail Finance Ltd., PO Box 207, Claypit Lane, Leeds LS2 8DG.

ASK IN-STORE FOR SPECIAL SOFTWARE ADD-ON BUNDLE

ALL PRODUCTS SUBJECT TO AVAILABI



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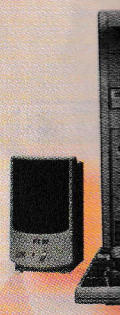

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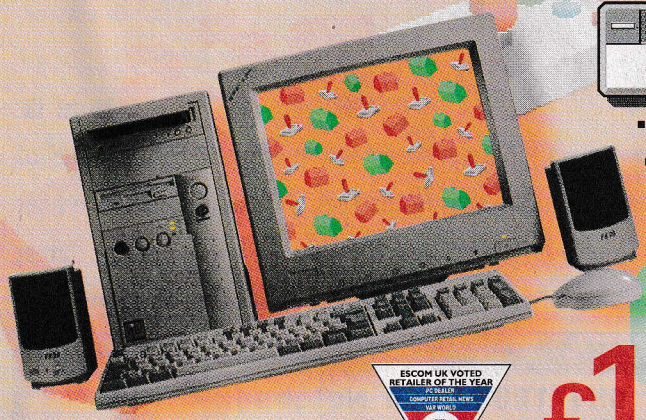
Home Office Plus – ESCOM P100



- Intel 100MHz Pentium® Processor
- 1Gb (1024Mb) Hard Disk Drive
- 8Mb RAM
- 3.5" Floppy Disk Drive
- 1Mb PCI Video Card with MPEG Software
- 14" NI Monitor
- Mini Tower Case
- Windows 95 Keyboard
- Mouse
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- Speakers
- Manuals
- Windows 95 and Microsoft Word and Excel v.7
- 12 Months On-site Warranty
- 12 Months Telephone Support.

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Home Office Premier – ESCOM P133

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£1449.99 inc.VAT

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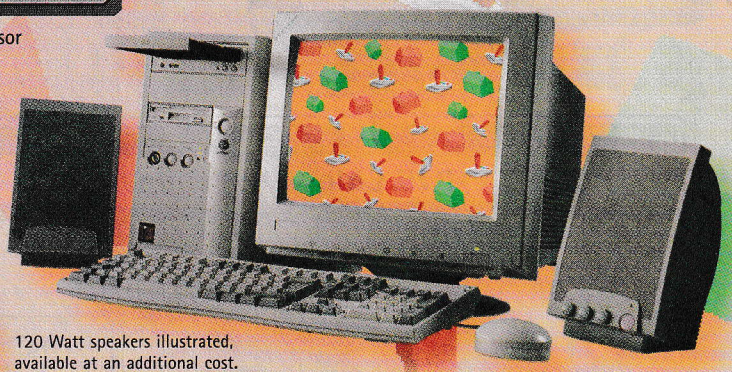

120 Watt speakers illustrated, available at an additional cost.

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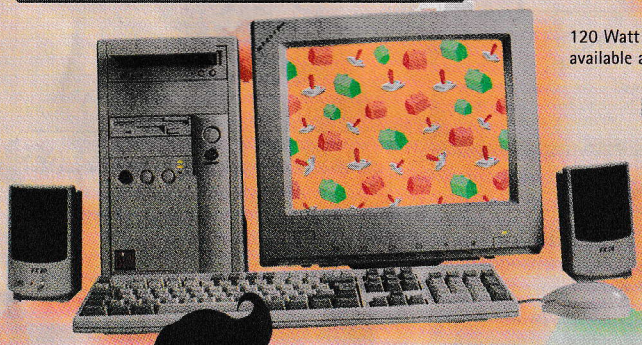

Chip's Choice – ESCOM P166

Specification as P133 but with:
- Intel 166MHz Pentium® Processor

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Total amount payable: £2237·79. Minimum deposit: £174·99. 36 monthly payments.

WINDOWS 95 IS PRE-LOADED. ALL OTHER APPLICATIONS ARE SUPPLIED ON CD.

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Get your HANDS ON one of these powerful, portable notebook PCs...

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If you're working on the move, our great value range of compact notebooks are the perfect companion. But don't let their size fool you, they have the power to run all the latest software and handle all your business needs, with speed and efficiency.

DX4/100 Colour Notebook

- DX4/100 Processor
- 810Mb Hard Disk Drive
- 4Mb RAM
- 3.5" Floppy Disk Drive
- DSTN Colour Screen
- MS DOS and Windows for Workgroups 3.11

£1499.99 inc.VAT

OR £49.12 PER MONTH. 19·5% APR VARIABLE. Total amount payable: £1918·31. Minimum deposit: £149·99. 36 monthly payments.

P75 Colour Notebook

- Intel 75MHz Pentium® Processor
- 1Gb (1024Mb) Hard Disk Drive
- 8Mb RAM
- Dual Speed CD-ROM
- DSTN Colour Screen
- Windows 95 pre-loaded

£1999.99 inc.VAT

OR £65.49 PER MONTH. 19·5% APR VARIABLE. Total amount payable: £2557·67. Minimum deposit: £199·99. 36 monthly payments.

TFT COLOUR SCREEN OPTION

£2229.99 inc.VAT

OR £73.02 PER MONTH. 19·5% APR VARIABLE. Total amount payable: £2851·71. Minimum deposit: £229·99. 36 monthly payments.

Carry Cases from £16.99 inc. VAT
Deluxe Leather Carry Cases from £74.99 inc. VAT

Upgrade from a P75 Colour Notebook to a P120 Colour Notebook for only £300.00 inc.VAT

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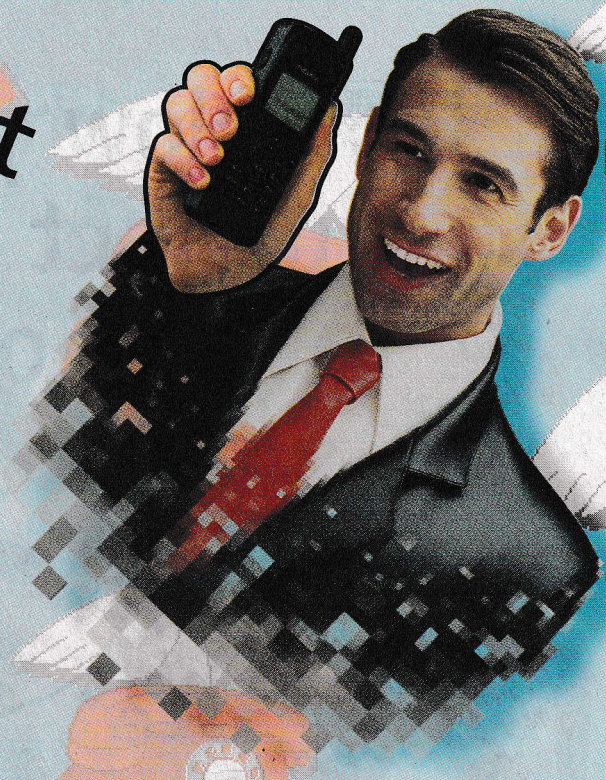
Photograph of Notebooks are for illustration purposes only.

ALL PRODUCTS SUBJECT TO AVAILABILITY AND MAY NOT

We'll help you get mobile and hit the AIRWAVES.



Many people are as confused about which mobile phone to buy as they are about PCs.

Trust ESCOM to make it easy! We can advise you on the network and tariff that best suits your needs. Take the Orange network for example – Orange has a range of tariffs to suit your needs and lifestyle, and offers the following value added features as standard:

orange™

hutchison telecom

- 12 Months Free Insurance
- Inclusive Talktime – all Orange price plans include built in talktime
- Per second billing – Orange bills by the second and doesn't round up to the nearest minute
- It's also CHEAPER to call Orange – a call to an Orange phone can cost less than 10p per minute. That's about half the price of calling most other types of mobile phone
- Caller ID – displays your callers number – giving you the choice of taking the call or diverting it to your answer phone (available on mr20 and Nokia handsets).

FREE LEATHER CASE

When you purchase any Orange phone

MOTOROLA mr1

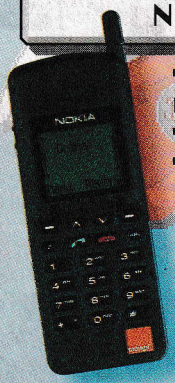
- Popular flip design
- Up to 11 hours standby/60 minutes talktime
- 99 name and number directory
- Desktop charger included

£29.99 inc.VAT

save £70

WAS £99.99 inc.VAT

NOKIA ORANGE



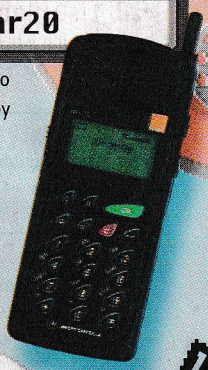
- Compact & lightweight
- Up to 18 hours standby/80 minutes talktime
- Latest digital security
- 99 name and number directory

£129.99 inc.VAT

save £20

WAS £149.99 inc.VAT

MOTOROLA mr20



- 100 name/number memory
- Up to 60 minutes talktime/12 hours standby

£79.99 inc.VAT

save £20

WAS £99.99 inc.VAT

orange™ AIRTIME TARIFFS

User Types	Low User	Everyday Use		Frequent Use	
Plan Name	talk 15	talk 60	talk 200	talk 360	talk 540
Connection††	£30.00	£30.00	£30.00	£30.00	£30.00
Monthly Charge	£15.00	£25.00	£50.00	£75.00	£100.00
Airtime Included (per month)†	15 minutes	60 minutes	200 minutes	360 minutes	540 minutes
Standard Call Charges (per minute) Peak	25p	20p	18p	16p	14p
Standard Call Charges (per minute) Off-peak	12.5p	10p	9p	8p	7p
Orange to Orange Call Charges (per minute)	12.5p	10p	9p	8p	7p
Comparison with Traditional Mobile phones**	Savings of up to 22% on high user tariffs	Savings of up to 38% on high user tariffs	Savings of up to 33% on high user tariffs	Savings of up to 35% on high user tariffs	Savings of up to 38% on high user tariffs

ALL TARIFF PRICES SUBJECT TO VAT @17.5%. Savings shown against traditional analogue network line rental and recommended peak time prices, correct at time of going to print.

** Based on charges for the equivalent number of minutes included in the Orange Price Plans.

† Standard rated calls only (most UK national calls, excluding those to other mobile services or premium rate services).

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Now you've chosen the perfect PC, take a LOOK at our SUPER SOFTWARE

Your ESCOM PC often comes with software already loaded, making it a powerful and flexible tool you can use straight away. But, as you grow more accustomed to using your PC and want to use it to do even more things, you'll want to try your hand at new software.

We've a comprehensive range of software packages covering education, business and games all at fantastically low prices. So whatever software package you want, it won't cost a packet at ESCOM.

Helpware

QEMM v.8
- Create more memory in Windows 95, Windows 3.1 and DOS

£59.99 inc.VAT

CleanSweep95
- Easy to use uninstaller for use in Windows 95, includes network support

£34.99 inc.VAT

Kids

Encarta '96
- The UK's current best-selling encyclopaedia from Microsoft. Full UK version

£49.99 inc.VAT

Read, Listen and Learn
- Join the Muppets in this great learning game for 3-7 year olds

£17.99 inc.VAT

The Ultimate Human Body
- A multimedia guide to the body and how it works

£34.99 inc.VAT

World Reference Atlas
- The ultimate electronic reference guide to the nations of the world

£39.99 inc.VAT

Home Applications and Reference

3D Interior Designer
- Design the home of your dreams with the help of this Granada TV endorsed software package

£15.99 inc.VAT

AA Guide To Hotels And Restaurants
- With concise information and maps for easy route planning across the UK

£17.99 inc.VAT

Personal Roots
- Compile your family tree and even add photos with the help of Personal Roots

£14.99 inc.VAT

Pressworks v.2
- Easy-to-use yet comprehensive Desktop Publishing package

£27.99 inc.VAT

Adventure and Strategy

Wing Commander 4
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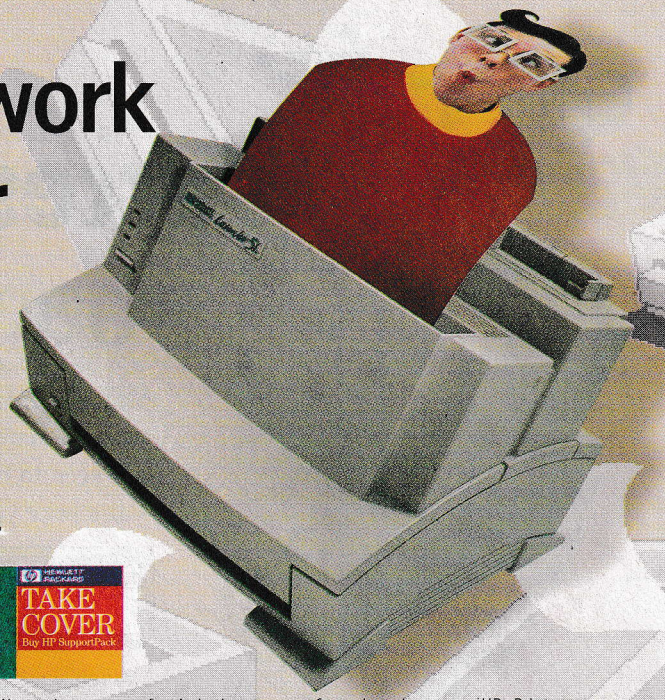

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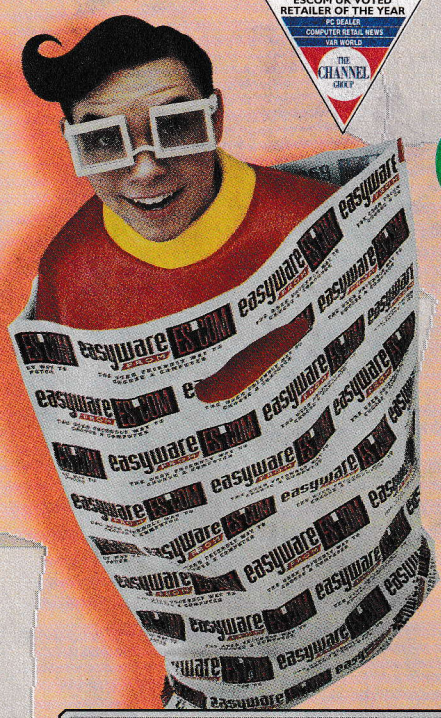

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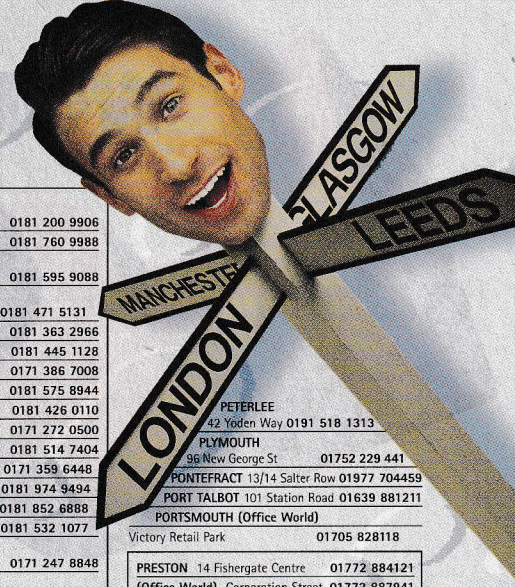

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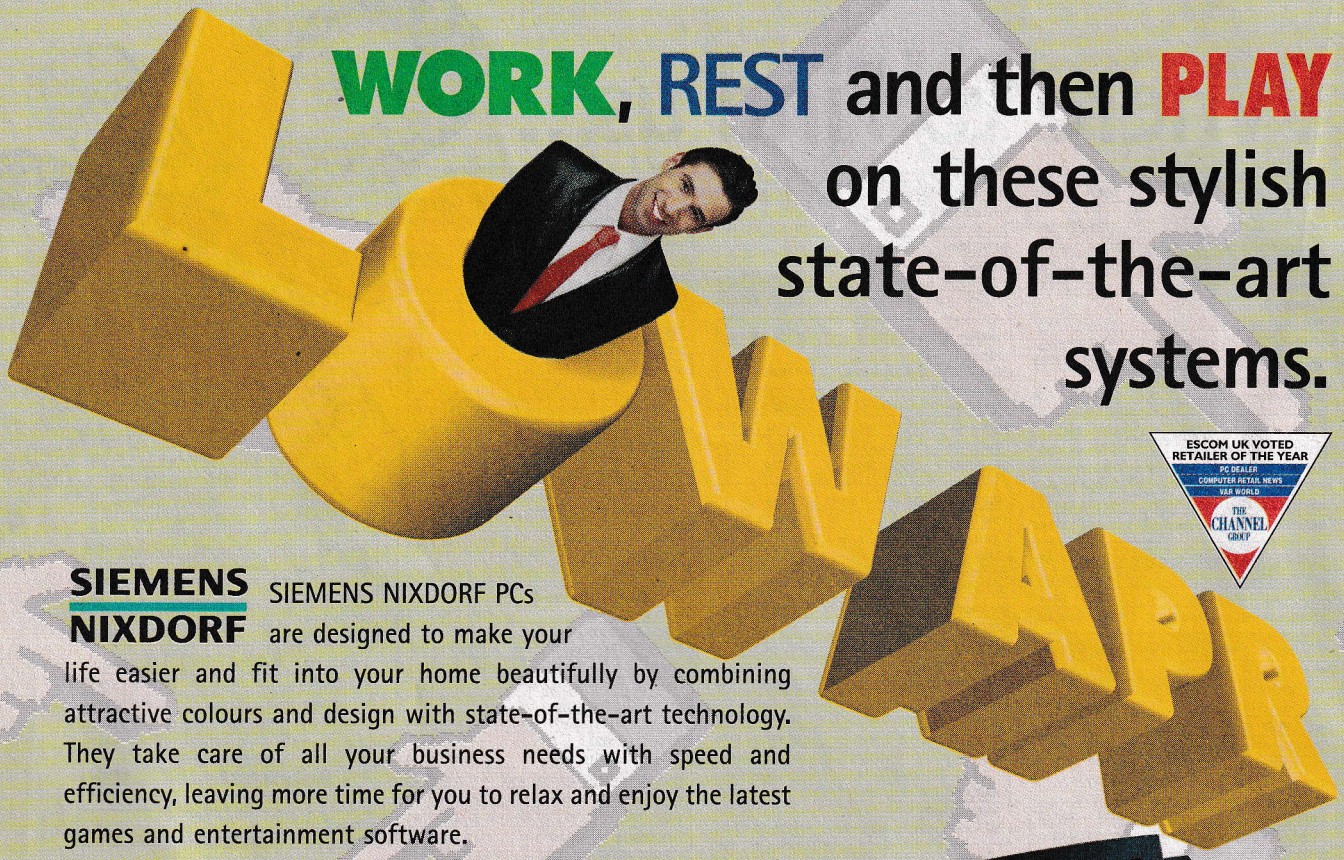

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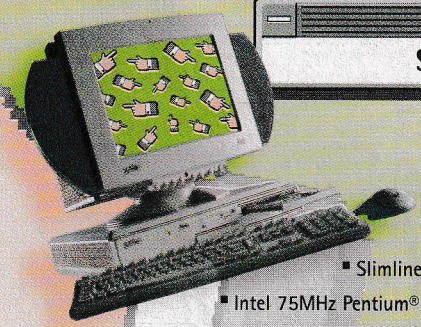

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